



**Wise customers read the fine print:** • \*, †, ‡. The Drive It to Believe It Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers between March 1, 2011 and March 31, 2011. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailers for complete details and conditions. • \$24,995 Purchase Price applies to 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes \$8,750 Consumer Cash Discount. See participating retailers for complete details. Pricing excludes freight (\$1,400), licence, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. \*Consumer Cash Discounts are offered on most new 2010 and select 2011 vehicles and are manufacturer-to-retailer incentives, which are deducted from the negotiated price before taxes. Amounts vary by vehicle. See your retailer for complete details. †Customer Choice Financing for 36-, 48-, and 60-month terms on approved credit through TD Financing Services and Ally Credit Canada is available at participating dealerships to qualified retail customers on most new 2010 Chrysler, Jeep, Dodge and Ram models (except Grand Caravan Cargo Van and Ram Chassis Cab) and select 2011 Chrysler, Jeep, Dodge and Ram models. The following terms apply to TD Financing Services contracts. (Different contract terms apply to Ally Credit Canada offers. See your retailer for complete details.) Vehicles are financed over a term of up to 96 months and the pre-determined residual balance payable at the end of the contract. At contract's end, customers have the choice of returning their vehicle through a Chrysler, Jeep, Dodge, Ram dealership with no further obligations (except payment of a \$199 return fee and excess wear and tear, mileage and similar charges), financing the remaining balance for the rest of the amortization period at then-current standard rates or paying the residual balance in full. Some conditions apply. Customer Choice Financing offered by TD in Quebec is subject to different terms and conditions. All advertised Customer Choice Financing offers are TD offers. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of \$24,995 financed at 2.99% APR over 60 months with payment amortized over 96 months equals 130 bi-weekly payments of \$135 and one final payment of \$2,674 and a total obligation of \$27,669.25. Taxes, licence, insurance, registration, excess mileage and wear and tear charges, any retailer administration fees and other applicable fees and charges not included. Retailers may sell for less. See participating retailers for complete details. \$2011 Ram 1500 Crew Cab Sport shown has a higher price than the 2011 Ram 1500 Quad Cab SXT 4x4 advertised. See your retailer or go to www.ramtruck.ca for complete details. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under licence. \*Based on 2010 market share gain. ‡SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc. ®Jeep is a registered trademark of Chrysler Group LLC. Customer Choice Financing is a trademark of Chrysler Group LLC.



**THE RAM  
DRIVE IT TO  
BELIEVE IT  
EVENT**

BUILT FOR REAL WORK. AT VERY WORKABLE PRICES.

**THE NEW 2011 RAM 1500 QUAD CAB SXT 4X4**  
CANADA'S FASTEST GROWING CHOICE OF LIGHT DUTY PICKUP\*



PURCHASE FOR  
**\$24,995\*** INCLUDES \$8,750 CONSUMER CASH\*

2011 Ram 1500 Crew Cab Sport shown.<sup>5</sup>

**CUSTOMER CHOICE FINANCING**

OR CHOOSE **\$135** @ **2.99%††**  
BI-WEEKLY FOR 60 MONTHS AND \$0 DOWN

WITH THE OPTION TO RETURN AFTER 60 MONTHS

**STEP UP FOR ONLY \$13** MORE BI-WEEKLY with Customer Choice Financing

- THE NEW 2011 RAM 1500 QUAD CAB SLT 4X4**
- Remote Keyless Entry • 17" Aluminum wheels
  - SIRIUS® Satellite Radio (includes one year of service)
  - Temperature and compass gauges
  - Premium interior door trim • Overhead console
  - Power sliding rear window

**NO CHARGE HEMI® ENGINE**

**JUST ANNOUNCED**  
**2011 RAM HEAVY DUTY**  
LEGENDARY CUMMINS® POWER



- Ram is the **only** Heavy Duty Diesel pickup in the market that **does not** require a Diesel Exhaust Fluid (DEF) system to meet stringent Canadian emissions requirements
- 350 hp @ 3,000 rpm • Up to 650 lb-ft of torque
- Class-exclusive 6-speed manual transmission
- **Nobody offers a better diesel engine warranty: 5 years/160,000 km**

**NO CHARGE CUMMINS® TURBO DIESEL ENGINE**  
**\$9,345 VALUE**

RamTruck.ca/Offers



**CANADA'S NEWEST SHOWROOM**

16 ALL-NEW OR COMPLETELY REDESIGNED VEHICLES.



**SCAN HERE FOR MORE GREAT OFFERS**

